From: JPUOTILA--VCH0021A Date and time 28.05.93 10:27:45
To: SCARLSON--VCH0021A Stig Carlson

From: Johan Puotila
To : Stig Carlson
Subject: Tobacco Law/Sweden

Stig,

The Swedish Parliament voted this morning on the Government's Tobacco Law proposal.

The Government's proposal was approved, however with all the comments of the Social Committee majority.

Advertising

The Social Committee opinion won by 188 votes against 84. This means that the Parliament expects the Government to come back with a proposal banning tobacco advertising, in line with the current alcohol ad ban

Workplace Smoking

The Committee opinion was adopted by 122 votes against 104. This means that the Parliament expects the Government to come back with a proposal about the right to a smoke free working environment.

"Hidden Advertising" (incl. diversifications)

The Committe opinion was adopted by 188 votes against 84. This means that so called "hidden advertising" will not be regulated.

Product Control

The Committee opinion was adopted without voting. This means that the paragraph 15 is to be changed in line with the Committee opinion, i.e. the industry is not to be asked to make investigations on possible health hazards related to tobacco products.

Earmarked Tax Increase

The Committee opinion which was against a tax increase earmarked for quit smoking programs was adopted by 240 votes against 32.

Increased Information

The Committee opionion which in general terms asked for intensified information about health hazards related to smoking, especially in schools and health care premises, was adopted by 233 votes against 39.

Age Limit

The Committee opinion that no age limit should be introduced for the time being was adopted by 163 votes against 105.

As a general remark one can say that the Committee majority's wording on all these points, except product control, is rather open and

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gives space for interpretations. For example when it comes to the ad ban, a reference to the alcohol ad ban doesn't touch the issue of POS advertising, as the alcohol ad ban doesn't cover POS.

This means that our efforts from now on will focus on the new proposal to be submitted by the Government, in order to make sure that the approach is as sound as possible.

Best Regards

Johan

cc: AANDRADE--VCH0021A Anthony Andrade
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